Tourism Research in Hong Kong

Hong Kong Tourism Board
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Tourism Research is the Core Component of Strategic Planning in Hong Kong Tourism Board

Tourism Research
- Visitor surveys in Hong Kong
- Overseas market research
- Trade surveys
- Tourism statistics publications

Desktop Research
- Market & industrial environment monitoring
- Desktop information research

Strategic Planning
- Tourism arrival forecast
- Strategy development
- Business planning
- Performance monitoring and review

Provide strategic direction
And
Enable information-based decisioning
## Tourism Research Conducted in 2006

<table>
<thead>
<tr>
<th>Quantitative Research</th>
<th>2006</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>No. of short interviews for local projects</strong></td>
<td>475,334</td>
</tr>
<tr>
<td><strong>No. of long interviews for local projects</strong></td>
<td>104,660</td>
</tr>
<tr>
<td><strong>No. of interviews for overseas projects</strong></td>
<td>24,046</td>
</tr>
<tr>
<td><strong>No. of completed evaluations by key trade partners</strong></td>
<td>1,030</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>605,070</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Qualitative Research</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>No. of focus groups</strong></td>
<td>36</td>
</tr>
<tr>
<td><strong>No. of in-depth interviews</strong></td>
<td>6</td>
</tr>
</tbody>
</table>
# Visitors Surveys in Hong Kong

<table>
<thead>
<tr>
<th>Research Projects</th>
<th>Fieldwork Location</th>
<th>Target Respondents</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Departing Visitor Surveys</td>
<td>Control Points</td>
<td>Departing visitors</td>
<td>Year Round</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Transit/ transfer Passengers</td>
<td></td>
</tr>
<tr>
<td>Mega Events Tracking Studies</td>
<td>On-Site</td>
<td>All Participants</td>
<td>During Events</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Incidence Check)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Overseas participants</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Local participants</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Telephone</td>
<td>Local residents</td>
<td>Pre/post event</td>
</tr>
<tr>
<td></td>
<td>Mailing/Telephone</td>
<td>Participating merchants</td>
<td>Post event</td>
</tr>
<tr>
<td>Convention &amp; Exhibition Tracking Study</td>
<td>On-site</td>
<td>Convention delegates, Exhibitors, Exhibition visitors</td>
<td>Year Round</td>
</tr>
<tr>
<td>Cruise Passenger Survey</td>
<td>On-site</td>
<td>Departing cruise passengers</td>
<td>Year Round</td>
</tr>
</tbody>
</table>
Departing Visitor Survey - Information Coverage

- Visitors’ demographics
- Travel arrangement & itinerary
- Spending pattern
- Sightseeing activities
- Satisfaction on various aspects
- Perception of HK as a travel destination
- Revisit intention to HK
Challenges in Conducting Interviews at Exit Ports

- Earlier boarding time at airport
- Higher competition in doing surveys, many other surveys concurrently being conducted
- Language barrier for non-English speaking visitors
- Rush environment in land control points
- Higher refusal rate for visitors travelling in tour groups
Mega Event Tracking Surveys – Information Coverage

Conducting survey with the event participants on-site to evaluate:

- Appeal of the event
- Satisfaction towards the event
- Effectiveness of the event
- Impact on length of stay and enhancement of satisfaction
Survey on New Attractions – Information Coverage

Conducting survey with the visitors on-site to obtain:

- Visitors' profile
- Motivations of visiting the new attraction
- Satisfaction towards the attraction
- Impact on length of stay and enhancement of satisfaction
Convention & Exhibition Tracking Survey - Information Coverage

- Visitor demographics
- Spending pattern
- Sightseeing and other activities
- Satisfaction towards HK as a convention and exhibition destination
- Overall experience in HK
Cruise Passengers Survey - Information Coverage

- Visitor demographics
- Whether stay nights in HK and spending
- Sightseeing and other activities participated
- Reasons for joining the cruise
- Overall satisfaction in HK
Surveys on Specific Visitor Segments

SkyPier Passengers Survey
- To assess the impact on visitors’ travelling behaviour after the opening of SkyPier service

Mainland IVS Departure Survey
- To assess the travel behaviour, spending and activities undertaken by IVS visitors

Hong Kong-Macau Combo Visitors Survey
- To understand the profile, travel pattern and motivation of visitors who are taking HK–Macau Combo trips
Overseas Market Research

Types of Research Conducted

- Market Tracking Studies
- In-depth Market Studies
- Benchmarking Studies
Market Tracking Studies

Discover HK Year Campaign Tracking Study

- Pre- and Post Study
- Cover 14 major markets
- Key information:
  - Future travel intention
  - Image ratings
  - Awareness of HK advertising/promotion
  - Whether make you consider visiting Hong Kong
In-depth Market Studies

- Assess market potential
- Identify potential market segments
- Obtain most update understanding
  (e.g.: awareness and appeal of different destinations, future travel intention, motivation of travel, impressions of various travel destinations, etc.)
Benchmarking Studies

Visitor Services Benchmarking Study

- Benchmark the quality of visitor service provided by the HKTB with other NTOs
- Identify the service gap between the HKTB and other NTOs
- Obtain inputs for improving the service quality and overall visitor satisfaction
Hotel Surveys

- Hotel occupancy
- Number of hotel rooms and types
- Achieved room rate
- Hotel facilities (e.g. F&B facilities)
- Number of employees
- Market Mix (business, vacation, others, packaged or non-packaged)
- Revenue
Trade Partners Surveys

- Tourism Events for Trade Partners
- Trade Familiarization Tours
Sharing of Tourism Statistics

Through regular publications
Sharing of Tourism Statistics

- Free download from Partnernet (http://partnernet.hktb.com)
- 24-hour access to free data via Internet
- Most up-to-date information
Compilation of Tourism Statistics in line with Recommendations by UNWTO

- Perform measurement of inbound tourism using administrative records (arrival/ departure cards) and running systematic surveys at borders
- Definition of terms in line with UNWTO guidelines (e.g. Tourism Expenditure Associated to Inbound Tourism)
- Close collaboration and consultation with other government organizations and academia for enhancement of exit surveys
Way Forward

- Regular review of the exit surveys, with expert inputs from outside consultant
- Feedback provided to UNWTO’s International Recommendation on Tourism Statistics
- Implementation of new guidelines, where appropriate, based on the new Compilation Guide to be released by UNWTO
- Thank You -